

John S. ...

Robbers and Hammersbleind's

THE SOUND OF (FACE THE) MUSIC

A Musical Tragedy in One Act

Single Performance December 14th, 1966 for the
Communication Arts Dept., Loyola College

C H A R A C T E R S

Rookie: grad. from Communication Arts Dept. at Loyola (Donat)

Acc. Exec.: (Paul Kane)

Copy Chief: (Ian)

Layout Ed.: (Sue Hanson)

Creative People (Layout and copy writers: Steve Kendall, Linda Ditchburn,
Fr. Konlup, Dan, Marshall, Dennis Murphy).

Songs from The Sound of Music:

1. The Sound of Music

2. What are we going to do about Maria?

3. Do Re Me.

4. Edelweis.

5. I am 16.

6. My favourite things.

7. Climb every mountain Music: Jack Burdyl, Accordion.

Set: Acct. Exec. at stage left ready to enter
Centre stage: desk with chairs to sit the rest (except Rookie)

Props: Books with ads. for song 6, various ads to be ripped up during the proceedings, at least one Volkswagon ad. One poster to read as the first three lines on first page (to be placed at front, stage left.) Another poster to read: "Learner, Lowe and Lowest, advertising agency, Walk in, Room 401", to be placed at front, stage right.

Enter: Stage right, rookie with school bag and lunch bag. Chorus is seated around desk. Work. Rookie wears college clothes and a cap and gown.

Rookie: Well I'm finally here. After four years in Communication Arts at Loyola College, I've made it. (Points to door sign - Learner, Lowe and Lowest).

MUSIC: Intro to and Song 1

The air is alive with Communication,
With ads I have seen from a long way back,
But I'm coming here to stop ruination,
With all the things I have learned from Father Jack.

I've come to stop all the fake and frauds that have been
In the radio on the Air.
There'll be no more rot on the TV screen,
So look out world, beware.
I've got integrity and my principles
And I know them out and in
I've come to fix up
This Madison Avenue sin.

I know I'll succeed cause I have my B.A. (Chorus - Ha'.Ha! Ha! Ha!)

You can't put me down, I am on my way.
The air is alive with communication
We will have the truth one day.

Cut

Chorus: Problems, Problems, Problems! What are we going to do?

Rookie: What's the matter?

MUSIC: Song 2

Chorus: What are we gonna do about the media?
Marshall McLuhan calls it a changing fad.
What are we gonna do about the media?
It's cras and commercial, dishonest and dirty, and BAD!

What are we gonna do about the media?
How can we sit and watch that awful trash?
Better get out to work because they need ya
In a lickety-split if the world if gonna last.

Rookie: (speaks) BOOM BOOM BOOM

Chorus: What are we gonna do about the media?
Cinema is feeding us with smut.
Radio's on the fall
TV's worth nothing at all
And advertising's barraging us with glut.
Oh, what are we gonna do about the media?
How are we going to get out of our rut?

Rookie: Maybe I can help you?

Chorus: Who are you, kid?

Rookie: Well, I've just got my B.A. (Chorus shrinks with horror)
 From Loyola College (Chorus, more shrinking, more horror)
 In Communication Arts (Chorus, lots more of both)
 Under the chairmanship of Father John O'Brien (Chorus,
 considerably more of both).
 Who should I see?

Chorus: The account executive over there

Copy chief: Come on kid, I'll take you over.

Enter account executive smoking cigar.

Rookie: Excuse me sir, ...

A.Exec: What is it kid, look I'm busy I've only got ten minutes.
 I've got a meeting in Toronto and then I have to go to
 Washington.

Rookie: Well, I'd like to ask you one question.

Exec.: What is it kid?

Rookie: Do you have a theory of social responsibility?

Exec.: Social responsibility? (Looks at copy chief).
 Look kid. This is the business world. It's basic.

MUSIC: Song 3. (Exec. and copy chief exchange lines one after the other)

Exec. Let's start at the very beginning.

Copy. That's a very good place to start.

Exec. Theories might be important to see
 But the name of the game is Dough For Me.

Rookie. Dough For me?

Chorus. Dough For you!

Exec. Dough is what we want to make

Copy. Raise all hell is every ad.

Exec. Me is all I'm thinking of
Follow every hunch you've had
So get out there and create
Larceny is all we know
Tease with sex it will be great
 That will bring in all our dough.

Ex.& Cp. When you know the tricks my son
 you can rook most anyone.

(repeat stanza beginning with "Dough is what we want to make" plus next
 7 lines twice. Once both Exec. and C. Chief sing, rookie listens and
 tries to pick up. Then all three sing.)

Rookie: Well, what's the most important thing I should know?

Exec.: The most important thing? (Points to audience)
See those people out there? That's the most important thing.

MUSIC: Song 4. Exec. and C. Chief sing together.

Audience, big or small
That's the important thing we feel
Sex and age, this you guage
When you're doing your big speil.

Know the audience, it's your job
Smart or slob or dullard.

Audience, Audience
Always keep them in your mind.

Make them think you're their friend and then
Tell them to spend their money.

Audience, Audience,
It's our business to rook them. CUT

Enter - Layout editor. Runs in from desk to Exec.

Layout: Chief, Chief! Look at this. It's a vokswagon ad. Isn't it great?

Exec. Now kid, this is what I'm talking about. This sums up the
advertising agency of Learner, Lowe and Lowest. In one word -
CREATIVITY! (To Layout) Where did you get this?

MUSIC: Song 5

Layout: I read the ads most every night, in every new edition.
There's so much SEX (Creeps up on rookie and runs hands through
his hair, arms around neck) comes into sight, I've lost my
inhibitions. (Swings rookie around and down in position for kiss.
Hold position for a second. Then drops rookie).
But then one day you came along, your ads were so much better,
I couldn't help it I just fell for every line and letter (clutches
Voks ad to breast).

Chorus: And letter

Together:

Billy Burnback we adore you,
Your ads are really fun
No one can meet you, when you complete, you
Really are number one.

Dodge rebellions, they can't come near,
Neither can Chevrolet,
Volks ads are great, Bill, They really rate, Bill,
You really lead the way.

Pressure is really felt by Hertz
Your ads outdo them far

Next time the man flies through the air
He'll land in an Avis car.

We need someone whose creative,
Someone to teach us well
Billy Burnback, please come our way
The we'll give 'em hell!

Exec: See that kid. Now go over and work with the creative bunch.
(Rookie walks over to desk)

Rookie: Are you the creative people.

All: Yeah, Yeah, Sure, You Bet, etc.

Rookie: What do you put into a creative ad?

Chorus: Well...

MUSIC: Song 6.

Chorus: Good times and nude girls and guys drinking FIFTY
Never let people become a bit thrifty
That pleasing sound when cash registers ring
These are a few of our favourite things.

Snow jobs and sex and high audience ratings.
Nebulous codes that are wrapped in gold plating
Passivist people who'll watch anything
These are a few of our favourite things.

B.B.G. cries
For a standard
And they feel so sad.
But when we come up with a soft sell campaign
They don't know they've been had.

Good beer and good booze and girls that are smitten
Fun life and sun life, a few more sex kittens.
Loafing around in a life that sure swings
These are a few of our favourite things.

Cheap cars and cheap thrills, a body by Fisher
Lucious red lips and a real sexy kisses
Does she or doesn't she, we'll never tell.
But people like and that's what will sell.

B.B.G. Cries
For a standard
And they feel so sad.
But when we come up with a soft sell campaign
They don't know they've been had.

Chorus: Got that kid. Now get down to work.

Rookie: Gosh. I didn't think it'd be this way. Looks like there's a hold in my jelly-bean bag. (Removes gown).

MUSIC: Intro to and song 7.

Rookie: What can I do here, where can I go?
I thought it was easy. Boy! What I didn't know.

Chorus: (stand and gather in a semi-circle behind Rookie)

What can you do here? Where can you go?
You thought it was easy. Boy! What you didn't know.

All: But time marches on
And we all must produce
Every day of our lives
Or our screws will come loose
(now Rookie turns to shake hands with all)
Take every prospect.
Try every means.
(Now Rookie joins group in center of semi-circle)
We still have our ideals
But do they count for beans.

MUSIC: Theme for Labatt's 50.
All bow and dance to song.
